

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	03/01/2006		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Upstartle, LLC		02/12/2007	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Google Inc.		
Street Address:	1600 Amphitheatre Parkway		
City:	Mountain View		
State/Country:	CALIFORNIA		
Postal Code:	94043		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	78708480	UPSTARTLE	
Serial Number:	78708491	WRITELY	
CORRESPONDENCE DATA			
Fax Number:	(650)618-8571		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	(650) 253-0000		
Email:	trademarks@google.com		
Correspondent Name:	Tu Tsao		
Address Line 1:	1600 Amphitheatre Parkway		
Address Line 4:	Mountain View, CALIFORNIA 94043		
NAME OF SUBMITTER:	Matthew D. Schneller		
Signature:	/Matthew D. Schneller/		

CH \$65.00 78708480

900069210

TRADEMARK
REEL: 003480 FRAME: 0105

Date:

02/12/2007

Total Attachments: 2

source=Upstartle Assignment#page1.tif

source=Upstartle Assignment#page2.tif

TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is effective as of the first day of March, 2006, by and between Upstartle, LLC, a Delaware limited liability company (hereinafter "Assignor") and Google Inc., a Delaware corporation ("Assignee").

WHEREAS, Assignor has adopted, used, is using and is the owner of the trademarks set forth in Schedule A attached hereto and incorporated herewith, and all other rights appurtenant thereto, including, but not limited to, all common law rights, title and interest, trade name rights and the right to recover for past infringement, in the United States of America and all other countries and jurisdictions of the world in and to said trademarks and applications and registrations thereof (hereinafter collectively referred to as the "Trademarks");

WHEREAS, Assignor has acquired goodwill associated with and symbolized by said Trademarks and has not abandoned the same;

WHEREAS, Assignee is desirous of acquiring all rights, title and interest in and to the Trademarks worldwide, and the goodwill associated with these marks; and

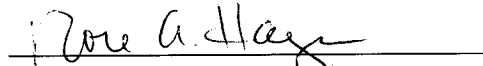
WHEREAS, Assignor is willing to assign to Assignee all rights, title and interest as Assignor may possess in and to the Trademarks worldwide.

NOW THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all rights, title and interest as Assignor may possess in and to the Trademarks worldwide, together with the goodwill symbolized by said Trademarks.

Executed at Mountain View, California this 12th day of February, 2007.

UPSTARTLE, LLC

By: Google Inc., its sole member



Printed Name Rose Hagan

Senior Trademark Counsel

Title

SCHEDULE A

Trademarks:

UPSTARTLE

United States

Serial Number: 78/708,480

WRITELY

United States

Serial Number: 78/708,491